



REPORT

SCAN OF NEWCOMER SETTLEMENT CONTENT ON GOVERNMENT OF CANADA WEB SITES

Prepared for

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EXECUTIVE SUMMARY

The websites of the Government of Canada departments and agencies were reviewed in order to identify which sites had settlement contents and to further analyze those contents for

- the types of information
- amount of information
- target audiences
- languages and innovative technologies used

CIC was interested in using this analysis to identify key departments that could benefit from making a link to the “Welcome to Canada” page.

The results showed that 25 sites provided direct settlement contents about housing, education, employment, health, finance, travel, community connections, citizenship, political participation and law. Other findings included:

- The most frequent contents were: housing, health, employment as well as money and finance. Canada Mortgage and Housing Corporation (CMHC), Canada Revenue Agency (CRA), Foreign Affairs, Trade and Development Canada, Service Canada and Public Health Agency of Canada had the most settlement contents on their sites.
- There were mutual links between CIC and 9 departments.
- The target audiences for 24 sites were individuals in Canada.
- 4 departments had used videos to disseminate information.
- 3 sites targeted youth audiences.
- In addition to English and French, 5 sites provided information in other languages.

26 sites had indirect settlement content meaning that they were targeting researchers, policy makers and general population for news release, policy and research papers and immigration related art and history. 156 sites had no settlement content.

There are opportunities for CIC to promote “Welcome to Canada” to

- Canada Mortgage and Housing Corporation (CMHC)
- Foreign Affairs, Trade and Development Canada
- Service Canada
- Public Health Agency of Canada
- Employment and Social Development Canada (ESDC)
- Recreational and cultural related sites such as Parks Canada and Heritage Canada Museums.

Given the Government’s interest in attracting entrepreneurs to Canada, there is an opportunity for CIC to strengthen its connection with *Canada Business Network- Industry Canada* which addresses starting a business and entrepreneurship.

There is an opportunity for CIC to promote indirect settlement content such as policy related research and articles on its site especially on the sections that target citizens.

BACKGROUND

Recently, CIC released Welcome to Canada, its flagship publication of settlement information. Currently Welcome to Canada content is being used to replace existing settlement content on the CIC website. CIC was interested in promoting its content on other sites and also in taking stock of the main settlement information sites that were available for newcomers on sites run by other Government of Canada (GOC) departments. CIC was also interested in ensuring alignment between “Welcome to Canada” content and the content contained on other GOC sites. This report aims to provide a review of the settlement content available on various GOC departments and agencies’ websites and point out potential misalignment areas.

OBJECTIVE OF THE REPORT

The objective of this report is to review and analyze settlement information for newcomers available on Government of Canada departments and agencies’ websites.

APPROACH

The following steps were undertaken to complete the work:

1. **Creating a review template:** In consultation with the CIC Senior Policy Analyst, Paul Weber, and based on previous similar work completed for CIC by OCASI, a template for the review and analysis of settlement information for newcomers was created. Please see the excel file for detail. Settlement information included those that informed newcomers about housing (buying, renting), health, education, finance and money, traveling, law and justice, community connections and political participation in Canada.
2. **Grouping the sites:** Using the list of departments and agencies on the following link <http://canada.ca/en/gov/dept/index.html>, the tabs on each site were reviewed for settlement content in addition to using the sites’ search engines with the following keywords: *Newcomer*, *Immigrant*, *Immigration*, *New Canadian* and *Settlement*. Based on this review, the sites were grouped into 4 categories as those sites that
 - a. had direct settlement content; defined as information about housing (buying, renting), health, education, finance and money, traveling, law and justice, community connections and political participation in Canada;
 - b. had indirect settlement content; such information were mainly related to press release about government’s funding for immigration-related initiatives, policy and research papers, parliamentary communication material related to the immigration act and policy as well as immigration history and art;
 - c. had no settlement content;

- d. belonged to an umbrella department/agency and their search engines were the same as the umbrella department/agency's search engine. For example, "National Defence and the Canadian Armed Forces" was an umbrella department and the following units fell under it: Canadian Army, Canadian Cadet Organizations, Canadian Forces Liaison Council, Canadian Rangers, Chief of the Defence Staff, National Defence and Canadian Forces Ombudsman, National Search and Rescue Secretariat, Royal Canadian Air Force, and Royal Canadian Navy. Those later agencies did not have an independent search engine and were utilizing the search engine of the National Defence and the Canadian Armed Forces' site. See Table 1 for the summary of the groups.

Table 1. Grouping GOC Sites for Settlement Content

Categories	Number
a. Direct settlement content	25
b. Indirect settlement content	26
c. No settlement content	156
d. Subgroup of an umbrella department/agency	39

3. **Information analysis:** The sites that had direct and indirect settlement content were further reviewed and analyzed for the following information:
- Whether or not they had made a link to the CIC site;
 - Whether or not CIC had made a link to the sites that had "Direct Settlement Content";
 - What types of content they were providing (e.g., Employment, Education, Health, Finance, Law);
 - Whether they were targeting those in Canada or outside of Canada;
 - Whether or not they were using any multimedia and innovative technologies to disseminate information;
 - How much information they were providing categorized as "a little, some and a lot". Information was considered "A little" when it was in 1-2 web pages in the forms of short paragraphs or links provided. Information was considered "some" when there were 3-4 web pages/tabs with more extensive descriptions and links. Information was considered "A lot" when there were extensive tabs, types of content and descriptions were provided, typically in more than 4 web pages.
 - Whether or not they had any youth related content;
 - In what languages the information was provided. Table 2 summarizes the type of analysis conducted with the information available at the GOC sites.
4. **Quality assurance:** To ensure no information was missing in the review of the sites, the Government of Canada's general search engine and Google were used to look for information related to the following keywords:
- *Newcomers + Settlement*
 - *Immigrant + Settlement*
 - *New Canadian + Settlement*

When using Google, the “Government of Canada” keyword was also added to narrow down the results.

5. **Summary and opportunities:** The draft of the summary of the results was presented to the CIC Senior Policy Analyst, Paul Weber and his feedback was inquired. The current report is the revised and final version of the report. Opportunities for CIC to promote “Welcome to Canada” are proposed at the end of this report.

Table 2. Summary of the Types of Analysis Conducted with the Information on GOC sites

Categories	Detail
a. Sites made a link to CIC	Yes/No
b. CIC made a link to sites with direct settlement content	Yes/No
c. Type of content	Housing, Employment, Education, Health, Finance, Legal
d. Target audience	In or outside of Canada
e. Use of media and/or innovative technologies	Yes/No
f. Amount of information	A little, some, a lot
g. Youth related content	Yes/No
h. Languages	English/French and others

RESULTS

The results are presented in detail in the excel file named “GOC Sites with Settlement Content”. A summary of the results are presented in this section in correspondence to the 5 steps outlined in the previous section under the approach.

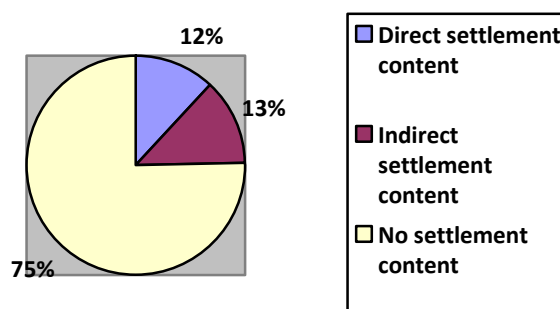
1. CREATING A REVIEW TEMPLATE

In consultation with the stakeholder and based on previous similar work completed for CIC by OCASI, a preliminary template for the review and analysis of settlement information for newcomers was created. The template was further revised by adding 2 new categories as to find out whether the sites under the review had any youth related information and whether or not CIC had made links to the sites that had direct settlement content.

2. GROUPING THE SITES

Overall, 25 departments and agencies provided direct settlement content on their sites (see the 1st sheet on the excel file). Indirect settlement contents were included in the sites of 26 other departments (see the 2nd sheet on the excel file). 156 sites had no settlement contents and another 39¹ sites were using the search engines of an umbrella department or agency. See Chart 1 for the summary of the results.

Chart 1. Numeric summary of settlement content in GOC sites



3. INFORMATION ANALYSIS

GOC SITES WITH DIRECT CONTENT

A. GOC SITES WITH A LINK TO CIC

15 departments had made a link to the CIC site including:

1. Canada Mortgage and Housing Corporation
2. Canada Revenue Agency (CRA)
3. Foreign Affairs, Trade and Development Canada
4. Service Canada - Employment and Social Development Canada
5. Public Health Agency of Canada

¹ The 39 sites that were part of a larger umbrella department/agency are not included in the pie chart because they were already included in the 3 groups identified in chart 1.

6. Canada benefits
7. Canada Business Network - Industry Canada
8. Services for Youth
9. Canadian Security Intelligence Service (CSIS)
10. Health Canada
11. Justice Canada, Department of
12. National Research Council Canada
13. Passport Canada
14. Policy Horizons Canada
15. Public Safety Canada

Only 2 departments including *Canada Revenue Agency* and *Policy Horizons Canada* had made a link to the “Welcome to Canada” webpage.

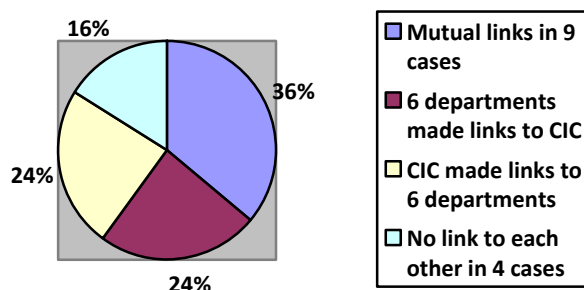
B. CIC HAD MADE A LINK TO GOC SITES

CIC had made links to the web pages of 15 departments listed in Table 3. See Chart 2 for the results of sections A and B together.

Table 3. Summary of the links between CIC and other GOC sites

Mutual links; CIC and these departments have made link to each other's sites	The departments that made a link to the CIC site	CIC made a link to these departments' sites	Neither CIC nor these departments made link to each other's sites
<ol style="list-style-type: none"> 1. Canada Mortgage and Housing Corporation 2. Canada Revenue Agency (CRA) 3. Foreign Affairs, Trade and Development Canada 4. Service Canada - Employment and Social Development Canada 5. Public Health Agency of Canada 6. Health Canada 7. Justice Canada 8. Passport Canada 9. Public Safety Canada 	<ol style="list-style-type: none"> 1. Canada Benefits 2. Canada Business Network - Industry Canada 3. Services for Youth 4. Canadian Security Intelligence Service (CSIS) 5. National Research Council Canada 6. Policy Horizons Canada 	<ol style="list-style-type: none"> 1. Canada Border Services Agency - Public Safety Canada 2. Employment and Social Development Canada (ESDC) 3. Financial Consumer Agency of Canada (FCAC) 4. Canadian Museum of Immigration at Pier 21 5. Status of Women Canada - Canadian Heritage 6. VIA Rail Canada Inc. 	<ol style="list-style-type: none"> 1. Atlantic Canada Opportunities Agency 2. Chief Electoral Officer of Canada 3. Elections Canada 4. Royal Canadian Mounted Police (RCMP)

Chart 2. Numeric summary of the links between CIC and other GOC sites



C. TYPES OF CONTENT

Top settlement contents in the GOC sites were about *Housing, Employment, Money and Finance and Health*. Table 4 lists the departments that provided the top contents.

Table 4. List of top settlement contents and the departments that provided them

Type of content	Department names
1. Housing	<ul style="list-style-type: none"> - Canada Mortgage and Housing Corporation - National Research Council Canada - Service Canada
2. Employment	<ul style="list-style-type: none"> - Atlantic Canada Opportunities Agency - Canada Benefits - Canada Business Network - Industry Canada - Employment and Social Development Canada (ESDC) - National Research Council Canada - Services for Youth - Service Canada
3. Money and Finance	<ul style="list-style-type: none"> - Canada Revenue Agency (CRA) - Financial Consumer Agency of Canada (FCAC) - Service Canada - Services for Youth
4. Health	<ul style="list-style-type: none"> - Canada Benefits - Health Canada - Public Health Agency of Canada - National Research Council Canada - Service Canada

The less frequent contents included credential recognition and education, law and justice, citizenship, political participation, travel and transportation, community connections, and policy and research. See Table 5 for the list of contents and the departments that provided them.

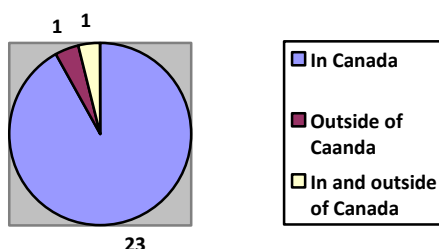
Table 5. List of the less frequent settlement contents and the departments that provided them

Type of content	Department names
1. Credential recognition and education	<ul style="list-style-type: none"> - Employment and Social Development Canada (ESDC) - Services for Youth - Service Canada
2. Law and justice	<ul style="list-style-type: none"> - Canadian Security Intelligence Service (CSIS) - Justice Canada - Royal Canadian Mounted Police (RCMP) - Service Canada
3. Citizenship	<ul style="list-style-type: none"> - Canadian Museum of Immigration at Pier 21 - Service Canada
4. Political participation	<ul style="list-style-type: none"> - Chief Electoral Officer of Canada - Elections Canada - Service Canada
5. Travel and transportation	<ul style="list-style-type: none"> - Foreign Affairs, Trade and Development Canada - Canada Border Services Agency - Public Safety Canada - Passport Canada - Service Canada - VIA Rail Canada Inc.
6. Community connection	<ul style="list-style-type: none"> - Public Safety Canada - Service Canada - Status of Women Canada - Canadian Heritage
7. Policy and research	<ul style="list-style-type: none"> - Policy Horizons Canada

D. TARGET AUDIENCES

The target audiences for all departments were individuals inside Canada with the exception of the target audience for the *Foreign Affairs, Trade and Development Canada* who were mainly individuals outside of Canada. In addition, the target audience for the *Canada Business Network - Industry* were both individuals in and outside of Canada. See Chart 3 for the visual representation of the results.

Chart 3. Target audiences for settlement contents



E. USE OF MULTIMEDIA AND INNOVATIVE TECHNOLOGIES

With the exception of 4 departments that had video clips, no other department had used multimedia or innovative technologies to disseminate information. *Canada Mortgage and Housing Corporation (CMHC)* and *Canada Revenue Agency (CRA)* had several video clips for newcomers. *Financial Consumer Agency of Canada (FCAC)* and *Atlantic Canada Opportunities Agency* had limited video content.

F. AMOUNT OF INFORMATION

Table 6 and Chart 4 provide a summary of the amount of settlement contents on GOC sites. 5 departments that had “a lot” of information are highlighted with a green background on the 1st sheet of the excel sheet and in Table 6. An additional 8 sites that included “some” settlement related information are highlighted with a blue background on the 1st sheet of the excel sheet and in Table 6. The final 12 departments that had “a little” settlement content are highlighted with an orange background on the 1st sheet of the excel file and in Table 6.

G. YOUTH RELATED CONTENT

Only 3 departments including *Canada Business Network - Industry Canada*, *Services for youth* and *Policy Horizons Canada* included youth related settlement content.

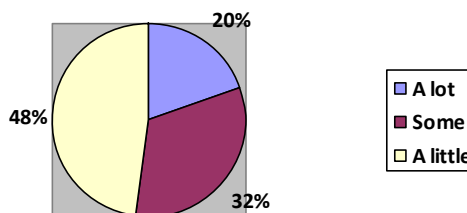
H. LANGUAGES

In addition to English and French, 5 departments had their settlement contents in several other languages. Those departments included:

1. Canada Mortgage and Housing Corporation (7 languages)
2. Foreign Affairs, Trade and Development Canada (40+ languages)
3. Chief Electoral Officer of Canada (27 languages)
4. Elections Canada (27 languages)
5. Justice Canada, Department of (10 languages)

Table 6. List of departments with the amount of settlement content

A lot	Some	A little
<ol style="list-style-type: none"> 1. Canada Mortgage and Housing Corporation (CMHC) 2. Canada Revenue Agency (CRA) 3. Foreign Affairs, Trade and Development Canada 4. Service Canada - Employment and Social Development Canada 5. Public Health Agency of Canada 	<ol style="list-style-type: none"> 1. Canada Border Services Agency - Public Safety Canada 2. Canada benefits 3. Canada Business Network - Industry Canada 4. Chief Electoral Officer of Canada 5. Elections Canada 6. Employment and Social Development Canada (ESDC) 7. Financial Consumer Agency of Canada (FCAC) 8. Services for Youth 	<ol style="list-style-type: none"> 1. Atlantic Canada Opportunities Agency 2. Canadian Museum of Immigration at Pier 21 3. Canadian Security Intelligence Service (CSIS) 4. Health Canada 5. Justice Canada 6. National Research Council Canada 7. Passport Canada 8. Policy Horizons Canada 9. Public Safety Canada 10. Royal Canadian Mounted Police (RCMP) 11. Status of Women Canada - Canadian Heritage 12. VIA Rail Canada Inc.

Chart 4. Amount of Settlement contents on GOC sites

GOC SITES WITH INDIRECT CONTENT

A. GOC SITES WITH A LINK TO CIC

Only the *Prime Minister of Canada's* website had made a link to the CIC site.

TYPES OF CONTENT

The top indirect contents were mainly related to “policy and research”, “immigration art and history”, and “employment”. See Table 7 for detail.

Table 7. Top indirect contents on GOC sites

Type of content	Department names
1. Policy and research	<ul style="list-style-type: none"> - Office of Auditor General of Canada - Canadian Race Relations Foundation - Government of Canada Publications - Public Works and Government Services Canada - Parliament of Canada - Prime Minister of Canada - Public Works and Government Services Canada - Statistics Canada - Transport Canada - Treasury Board of Canada Secretariat
2. Immigration art and history	<ul style="list-style-type: none"> - Government of Canada Publications - Public Works and Government Services Canada - Library and Archives Canada - National Gallery of Canada - Canadian Heritage - Parks Canada - Telefilm Canada - Virtual Museum of Canada - Canadian Heritage
3. Employment	<ul style="list-style-type: none"> - Labour Program – Employment and Social Development Canada - Government of Canada Publications - Public Works and Government Services Canada - National Defence and the Canadian Armed Forces - Industry Canada

TARGET AUDIENCE

Only “*Invest in Canada - Foreign Affairs, Trade and Development Canada*” had targeted audiences outside of Canada.

USE OF MULTIMEDIA AND INNOVATIVE TECHNOLOGIES

Only *Statistics Canada* had included a number of videos related to the immigration related data and reports.

AMOUNT OF INFORMATION

The 4 sites that had a lot of indirect settlement contents are listed in Table 8.

Table 8. List of departments with a lot of indirect settlement content

Departments	Topics
1. Office of Auditor General of Canada 2. Statistics Canada	Policy and research
3. Canadian Heritage 4. Library and Archives Canada	Art and history

YOUTH RELATED CONTENT

Only *Industry Canada* and *Statistics Canada* had some youth related content.

LANGUAGES

The only department that included information in 6 languages in addition to English and French was “*Invest in Canada - Foreign Affairs, Trade and Development Canada*”.

4. QUALITY ASSURANCE

Services for youth and *Canada benefits* were added as a result of using GOC’s general search engine. A further Google search resulted in finding a [Job Bank page](#) for newcomers. However, Job Bank is a service offered by “Service Canada” and therefore was not added as a separate department.

5. SUMMARY AND OPPORTUNITIES

The summary of the analysis of the 25 sites with direct settlement contents is presented in Table 9.

Table 9. Numeric summary of the direct settlement content

Categories	Number of departments/agencies
a. Sites made a link to CIC	15
b. CIC made link to GOC sites	15
c. Target audience inside Canada	24
d. Use of media and/or innovative technologies	4
e. Amount of information	5 (a lot), 8 (some), 12 (a little)
f. Youth related content	3
g. Languages (English/French and others)	5

Some of the opportunities for CIC to promote “Welcome to Canada” are listed below:

- Canada Mortgage and Housing Corporation (CMHC), Canada Revenue Agency (CRA), Foreign Affairs, Trade and Development Canada, Service Canada and Public Health Agency of Canada had the most settlement content. However, only CRA had made a link to the “Welcome to Canada page”. This presents an opportunity for CIC to propose to the other 4 departments to provide a link to the “welcome to Canada” page on their sites. This is particularly critical for the Foreign Affairs, Trade and Development Canada because it could help prospective immigrants with their pre-arrival preparation.
- The alignment and mutual link between CIC and ESDC seemed to be minimal. There is an opportunity for the CIC to strengthen its connection with the ESDC by proposing to ESDC to include the link to the “Welcome to Canada” page on its site.
- The alignment between CIC content on employment and sites such as *Canada Business Network-Industry Canada* which addresses starting a business and entrepreneurship seemed to be weak. There is an opportunity for CIC to strengthen this connection especially given the fact that the Government is interested in attracting entrepreneurs to Canada.
- There is an opportunity for CIC to promote “Welcome to Canada” on recreational and cultural related sites (Parks Canada, Heritage Canada Museums).

- There is an opportunity for CIC and Election Canada to make mutual links to promote political participation of newcomers who become citizens.
- There is an opportunity for CIC to make mutual links with RCMP and a link to CSIS under its page on Laws.
- Since the topic of abuse is introduced under the “Your Rights” section of the CIC webpage for newcomers, there is an opportunity for CIC to provide links to the “Public Health Agency” and “Justice Canada” comprehensive content/webpage about abuse.
- There is an opportunity for CIC to promote policy related research and articles on its site especially on the sections that address citizens.
- There is an opportunity for CIC to make links to Statistics Canada reports under housing and employment sections for newcomers. Such information could help newcomers in their decisions on where to settle and what type of employment opportunities to pursue.